

Job Description

Job Title	Senior Content Marketing Executive
Hours	Full Time – 35 hours per week
Reports to	Content Marketing Manager
Salary	£27,000 - £30,000 (dependent on experience)
Location	Remote

This is your chance to join a national charity committed to improving the outcomes of all children by advocating for and telling the stories of parents and parent volunteers. Parentkind has begun an exciting new chapter delivering new products and campaigns, and we are looking for high-performing team players to join our fun and friendly marketing team.

As an advocate for parents, we are seeking a content marketer that is experienced in writing for parents and/or in a parenting space. Storytelling should sit at the heart of all you do so that we can bring to life our brand, mission and impact.

Main purpose and scope of the role:

To support and work in collaboration with our Content Marketing Manager to:

- Develop our annual content marketing plan for our parent audience
- Create, manage and maintain our website content for parents
- Deliver key content for parents for national campaigns and projects
- Collaborate with internal and external stakeholders to deliver valuable audience-led content for parents in the form of guides, videos, email, webinars and social to name a few
- Contribute to wider content activity for our parent volunteer and schools audience where required

Duties and key responsibilities:

Under the guidance of the Content Marketing Manager at Parentkind

1. Planning:

- Develop and deliver a content marketing plan that meets the needs of parents, supporting them to engage with and support their child and their child's education
- Initiate new campaign/content ideas that meet the needs of parents and/or align with key moments across the year

2. Content Creation:

- Create high-quality and engaging content for various channels to include website, social, email, video, blog and more
- Deliver a range of content formats that are accessible to parents and support Parentkind to grow our reach within the parent space
- Ensure all content is audience-led, on-brand, SEO optimised and time relevant
- Ability to flex content to suit tone of voice, brand, audiences etc.

- Create content to support wider team projects where required such as for our PTAextra magazine

3. Collaboration:

- Work with the Content Marketing Manager to deliver new content-led products such as a Parent magazine
- Collaborate with the wider marketing team to ensure that content meets Parentkind's objectives and are aligned with wider marketing team activity
- Work together with our Digital Marketing Manager to ensure that appropriate promotion plans are developed for key content and to create content that supports their digital strategy, including writing effective paid ad copy
- Collaborate with the Head of Parent Participation and the Programmes team to produce content that will support our parent and schools programmes, such as parent guides
- Establish a network of key contributors from relevant sectors as well as from our audiences
- Collaborate closely within the marketing team and with other stakeholders across the business to ensure that all projects are sufficiently supported for with relevant and inspiring content

4. Project management:

- Lead on the delivery of parent content activity such as guides, website hubs, video and more
- Manage multiple projects simultaneously and prioritise effectively
- Assist in managing and organising content libraries for easy use across the business

5. Continuous learning:

- Work with others across the organisation as well as independently to understand our key audiences so that the work delivered is audience-focussed
- Monitor content effectiveness alongside our digital and website managers to ensure that we optimise our content plans and activity in the future
- Stay informed of the latest content trends, technologies and best practises so that Parentkind's work is forward-thinking and impactful

General Responsibilities

- To ensure Data Protection procedures are followed at all times
- To keep abreast of relevant educational policy and legislation affecting our key audiences
- To be flexible within the remit of the post
- To undertake other duties as reasonably requested
- To be self-servicing
- To attend and participate in Parentkind's performance, development and training programmes.
- To abide by organisational policies, codes of conduct and practices.
- To be responsible for the health, safety, welfare of self, other members of staff and visitors.

This job description may be amended from time to time and does not form part of the Employment contract.

Person Specification

Job Title: Senior Content Marketing Executive

We are a 'remote-first' organisation and as such this role will be fully remote, with travel to meetings as required.

You will be expected to demonstrate the following:

	Essential	Desirable
Experience	<ul style="list-style-type: none"> • 5+ years' experience of working in content marketing • 3+ years' writing for parents or in a parenting space • A strong portfolio that showcases a variety of content formats and creative delivery • Understanding of content creation for different channels including direct and digital • Thorough understanding of SEO • Thorough proof reader • Ability to brief designers and manage the delivery of designed content to ensure it meets the audience and brands need • Familiarity with MS Office (Word, Excel, PowerPoint) 	<ul style="list-style-type: none"> • Experience in working with organisations focused on children and young people, family support, education, or community development • Experience in managing the delivery of video content
Skills	<ul style="list-style-type: none"> • Excellent communication skills with the ability to present ideas and collaborate effectively with team members • A proactive attitude • Ability to prioritise and manage a varied workload, work calmly under pressure and meet deadlines • Ability to offer a creative and experimental approach to content creation • Ability to take direction and work independently 	
Qualifications	<ul style="list-style-type: none"> • Degree in Content Marketing or related field 	
Other	<ul style="list-style-type: none"> • Passion for storytelling • Proactive attitude, willingness to learn and openness to feedback • Meticulous attention to detail • Proactive, solution-focussed approach • Collaborative and flexible mindset • Creative and innovative 	

	<ul style="list-style-type: none"> • Commitment to own continued professional development • Availability to work occasional evenings and weekends where necessary, and some travel to other parts of the UK 	
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As an inclusive employer, we actively encourage applications from people of all backgrounds and cultures. We want Parentkind to reflect the community in which we operate and are committed to fostering a workplace in which individual differences are recognised, appreciated, respected and responded to in ways that fully develop and utilise each person's talents and strengths.

We want you to have every opportunity to demonstrate your skills, ability and potential; please contact us if you require any assistance or adjustment so that we can help with making the application process work for you.

About Parentkind

Parentkind exists to: Empower all with parental or educational responsibility to improve the life chances of children, young people, and their communities.

As a national charity, Parentkind gives those with a parenting role a voice in education. We invest substantial resources in representing parent views on their child's learning to local, regional and national governments and agencies because evidence tells parental participation in education benefits all children in all schools and society as a whole. Parentkind is the network of PTA fundraisers in the UK. We bring specialist fundraising support and advice to parent volunteers so that every school can benefit from a successful PTA. Our 12,500+ PTA members raise over £120+ million per year, placing us alongside some of the largest charities in the UK.